



WTIC-TV

ORDER

Print Date 09/20/12 Page 1 of 2

Flight Dates 09/21/12-09/23/12

Contract / Revision 389123 /
 Original Date / Revision 09/20/12 09/20/12
 Advertiser A Roraback/R/5th D/Cong

Agency Jamestown Associates
 Buying Contact
 5 Mapleton Road
 Suite 300
 Princeton, NJ 08540

Primary Account Executive
 Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product RORABACK FOR CONGRES

Agency Com 15%
 Billing Contact
 5 Mapleton Road
 Suite 300
 Princeton, NJ 08540

Sales Office TWDC
 Sales Region National
 Agency Ref

Order Sep 00:15:00
 Estimate # 5TH DISTRICT
 Alt Order # 06327334
 Billing Type Cash
 Order Type GENERAL
 Billing Cycle EOM/EOC
 Billing Calendar BROADCAST
 Demographic A35+
 Rev Codes AGY POL CAND
 Product Codes PL4
 Priority 01
 Advertiser Ref

Order Share 10% Market Value 14550

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	39%	5674
4WVIT	21%	3055
5WTNH	30%	4365
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	8	\$1,236.75	\$1,455.00	0.00	08/27/12	09/23/12	8	\$1,236.75	\$1,455.00
Totals	8	\$1,236.75	\$1,455.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	09/21/12	09/21/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	----2--	:30	2	\$125.00	01	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	----2--		2		\$125.00		0.00					
E 2	61	09/21/12	09/21/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	----2--	:30	2	\$175.00	01	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	----2--		2		\$175.00		0.00					
E 3	61	09/21/12	09/21/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	----1--	:30	1	\$165.00	01	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	----1--		1		\$165.00		0.00					
E 4	61	09/21/12	09/21/12	M-F News at 11pm News at 11pm	CM	11p-1135p	----1--	:30	1	\$300.00	01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	----1--		1		\$300.00		0.00					
E 5	61	09/23/12	09/23/12		CM	11p-1130p	-----1	:30	1	\$300.00	01	0.00	NM	1	\$300.00



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Page 2 of 2

Contract / Revision **389123** Flight Dates **09/21/12-09/23/12**Hiatus DatesOriginal Date / Revision 09/20/12/ 09/20/12Order Sep 00:15:00Advertiser **A Roraback/R/5th D/Cong** Product **RORABACK FOR CONGRE!** Estimate # **5TH DISTRICT**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Su 11p-1130p											
				Sun 11p-1130p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1		1				\$300.00		0.00			
E 6	61	09/23/12	09/23/12	Fox News Sunday	CM	9a-10a	-----1	:30	1	\$90.00	01	0.00	NM	1	\$90.00
				Su 9a-10a Fox News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1		1				\$90.00		0.00			
													Totals	8	\$1,455.00